

Understanding motivations and desires

Business checklist

Vetting contacts

This business has these characteristics or would like to be perceived as such:

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|--|--|
| <input type="checkbox"/> Track record of community involvement | <input type="checkbox"/> Able to provide work-based learning opportunities (WBL) |
| <input type="checkbox"/> Prior involvement in school/business partnerships | <input type="checkbox"/> Expressed demand for better trained entry-level workers |

Customer needs

This business has these pain points it would like to overcome:

- | | |
|--|--|
| <input type="checkbox"/> Shortage of skilled workers in specific occupations | <input type="checkbox"/> Is concerned about the costs of training a new employee |
| <input type="checkbox"/> Difficulty attracting entry-level workers | <input type="checkbox"/> Undergoing a significant and rapid technological change |

I have prepared a response to these common challenge statements:

- ☐ It will cost too much
- ☐ It will take too much time
- ☐ I don't know anything about this program
- ☐ I don't have the resources to pull this off
- ☐ I don't see the benefit to me or my bottom line
- ☐ Kids don't have the commitment, skills or experience to do the work
- ☐ I haven't had much success with previous hires from this school

I have prepared an answer to common questions about work-based learning:

- ☐ What are the program offerings?
- ☐ What are the responsibilities for my business and the mentor?
- ☐ When will I see the benefits?
- ☐ Who else has hired for work-based learning in this area?
- ☐ In what ways will the school provide support for the WBL hire?
- ☐ Are there grant or tax incentives for making a WBL hire?
- ☐ Why should I get started on this?
- ☐ How do I insure these student workers?

I have an "elevator speech" for these topics:

- ☐ WBL is cost effective and a worthwhile investment of time and money
- ☐ WBL is easy to implement and can help solve long-term problems